

ALL NEW from blends to boxes... from PHILIP MORRIS Inc.



No other maker ever brought you four distinctive new cigarettes in a single year—or packed them so superbly!

Each of these newly blended brands is yours in a colorful, crush-proof box which keeps them fresh and firm and straight—just the way you want them. This is a Philip Morris first.

And each of these four flavorful cigarettes is also a first in its field—thanks to all the patient research that produced them.

There's Marlboro, with a lot to like—filter, flavor, flip-top box... Parliament, and its bright new flavor, new recess filter, new

low price... Spud, the new filter cigarette with a light touch of menthol that freshens the smoke... and Philip Morris, a natural smoke... no filter, no foinin'—it's just good tobacco that tastes right.

That's the new Philip Morris family. One of them is sure to please your personal taste. Philip Morris Inc.

Visit our hospitality suite 2306-11A at the Conrad Hilton Hotel during the NATD Convention

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